RED LETTER DAY FOR THE BEACH DISTRICTS !

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THE BEACH NEWS

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ADVERTISING PAYS

Always Boosting Mission Beach, Ocean Beach, Pacific Beach and Point Loma

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VOL. 2—NO. 24 | KIRK SMITH, Editor-Owner | Ocean Beach, California, Friday, May 2, 1924 | PHONE POINT LOMA 17 | FIVE CENTS THE COPY

RAPID TRANSIT DAY

...lway com... ...people ...the Beach... ...plen... ...transport... ...d by ... new high...

Most Auspicious Opening New Fast Electric Line

IMPORTANT CHANGES ANNOUNCED IN SCHEDULE OF STREET RAILWAY

With the splendid opening of the new high-speed electric line to Ocean Beach and Mission Beach on May 1st, the San Diego Electric Railway company has made many important changes toward giving their patrons the best suburban line service in the world.

The chief change arranged by the management of the company marks a wonderful improvement in the operation of the Ocean Beach line over the new system recently constructed, from Broadway and Kettner boulevard to the south end of the Misison Beach bridge, thence on Bacon street to Santa Cruz and Defoe streets. This new route will be designated as No. 14, the number appearing on the rout... ...e top of cars.

...E NO. 14

T... ...ating schedule gi... a 20... ...ce leaving Third ... Bro... ...0 a. m. until 8... a. m... ...9 a. m. to 1 p. ... 40-m... ...e. From 1:30 p... to 6... ...e 20-minute ser... from... Broadway will ag... be c... ...ile the 40-min... schedu... start at 7 p. m., con... uing u... ...e last car which ... leave T... ...nd Broadway at 11... p. m. ...und from DeFoe ... Santa ... ...reets, the first car ... leave a... m. and the last ca... 12:30 ...ight. Twenty-min... service ...d will be from 6 a... to 9 a. m. Forty-minute service from 9:40 a. m. to 1:40 p. m. Twenty-minute service from 2 p. m. to 7 p. m. and 40-minute schedule from 7:40 p. m. to 12:30 a. m.

MISSION BEACH CARS

All out-bound cars from 6 a. m. to 5:20 p. m. will make direct connection with Mission Beach car at Mission Beach junction and all cars connecting with motor coach service on Voltaire street line. The fare to both Ocean Beach and Mission Beach is 20 cents one way and 25 cents round trip, while the weekly pass to both points sells for $1.25.

NEW ROUTE NO. 13

The La Playa line, which parallels Rosecrans street from Loma Portal to the United States military reservation, will be known as route No. 13 and cars on this line will be operated ...direct to Third and Broadway, San ...hout change ...ound, ...ar will lea... ...nd ...at 5:30 a... ...dway until ... From 8 ...inute sch... ...m 1:40 t... ...e from T... ...20 minute ... midnigh... ...und, the ... Playa at ...inutes to ... m... ...inutes to ... p. m... ...inutes f... p. ...with a 40... ...e sc... ...om ...m. to 12:... ...nigh... ...avin... ...e of the ... ...r fr... ...aya ...n Diego.

Public ... ...ED ... ...of S... ...cific Bea... ...d to ...n D. Sp... ...ple- ...tion of the new ...up-to- ...elec- ...tric car service.

Extends ... to ... dents of Oc... ...Miss...

Highly Honorable Record Achieved by James ... Byers

COUNT... ...SHERIFF ... WORT... ...CL... ...WA... ...SEA... ...ONG...

Count... ...riff ... who has ...d ... ...of ... creditabl... ...rse ... ...t ... nouncem... ...r ... congress, ...on ... ...g- by County ... ...3, shortly a... ...n- kee and S... ...lt through th... ...y. When abo... ...9, he moved ... ...n, county sea... ...re his father, ...s ... ...in the practic... ...ty- five years.

Sheriff B... ...was ...du... ...the public scho... ...of Harlan ...graduating from high s... ...01, ...entered the University o... ...n in the fall of 1901, gradu... ...from the ...University of Michigan ...law department, ...904. In the fall o... 1904 he became a member in th... ...firm of Byers & Lockwood, the f... ...being Byers, Lockwood & Byer... Sheriff Byers father being the sen... ...mber of the firm.

In 1906 Mr. Byers, Sr., was elected attorney general of the state of Iowa, and took up his residence at the capital. In 1907 Sheriff Byers was elected mayor of the city of Harlan, serving during the years of 1907 and 1908.

In 1909 Mr. Lockwood sold out his interest in the business and moved to San Diego. Sheriff Byers became city attorney for the city of Harlan, and continued the practice of law there until the fall of 1912, when he sold out his interest in the business to Verner H. Byers and moved to San Diego, Calif. He was admitted to the bar of the state of California in 1914, and practiced law in San Diego for a little over three years, during which time he materially aided in establishing the Hercules Powder plant at Chula Vista.

Sheriff Byers became legal adviser for the late Sheriff Conklin and had charge of the civil department of the sheriff's office. He was appointed sheriff of San Diego county in 1918; ...as elected sheriff ...in the fall of 191... ...and ...re-elected in 1922; ...hus ...ser... ...as sheriff ...n Diego ...

county for app... ...tely ... ...ears.

Sheriff Byer... ...mem... ...the Masonic bodies ... com... ...r of the San Diego ... ...ande... ...tentate of Al Bahr... ...e; is a member of the Red St... ...ge, Knights of Pythias; Sunse... ...ependent Order of Odd F... ...ife member of San Die... ...168, B. P. O. E. He is ...ber of the San Diego chamber ...merce, University Club and ... Dieg... ...ntry Club. He is di... ...of th... Diego Y. M. C. A. ...resid... ...the Associated Cha... ...boar... ...irectors, Red Cros... Dieg... ...nch, director of the ... Dieg... ...fare Council, directe... ...the ... ...iego Army-Navy Y. ... A., ...resident Missio... ...ional Brotherhood ... ...n all civic and w... ...the community.

BATHING ... ...sortment at the ... Beach. Don't fail to look over ou... ...O. B. PHARMACY ... ...ents to $1.00.

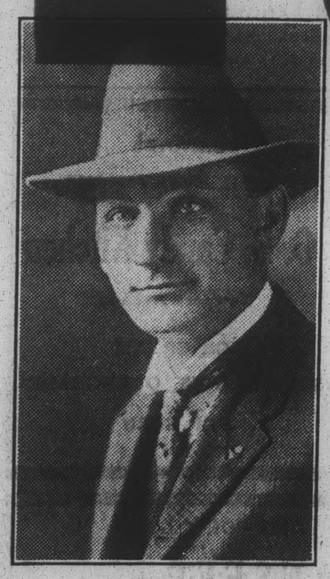
AUCTION SALES

EVERY SUNDAY AFTERNOON BY BURT HARRIS

The big business innovation introduced at Ocean Beach by Auctioneer Burt Harris is fully and fairly set forth in his flaring and peppery announcement in red on another page. It stands out like a house afire to catch the eye and hold the attention of the thousands of readers of this special "Rapid Transit Day" issue of The Beach News. The enterprising and wide-awake auctioneer outlines a policy that appeals particularly to the best interests of the residents of the Beach districts and all San Diego is general. Wonderful auction sales will be conducted by Burt Harris every Sunday afternoon at his new place of business on Newport avenue, opposite the postoffice. Don't miss 'em!

SEA FOOD caught fresh daily for CUNDELL'S Meat Market, Newport ...avenue, opposite ...postoffic...

Kod... ...ing, FROIDE'S, ...pp. P. O.



ED F. COOPER
Under-Sheriff of San Diego County

Heartily congratulates the people of the Beach districts and the electric railway officials upon the opening of ... Rapid Transit ...

J. B. McLEES
San Diego County Clerk

Congratulates the people of the beaches on the much needed and deserved civic improvement.

Orde... ...ur Certified BA... ...It will do your E... ...ood CHICK... ...y at O. B. Feed, ...CASTIEN, Room ...7, ... and Ex... ...Phone, Pt. Loma 2... ...Bldg., Fifth and C... ...e 64

...n Theatre

For ... Tra... ...Day, Sun... May 4, ...ger R... ...lcsson has ranged ...ting ... ...ogram at Ocean ...re. ...rt Rawlin... will be ...tar i... ...k O' Clu... and R... Der... ...ll be seen his be... "The ... ...er Pushe... The ... special n... and ... ...rrow (Sa... day ... ...)" will ... swa... ...cast, and mid... ... bring f... Tho... ...ed Piper lone... ...p-top att... tion...

...ECIAL ... ...E

I w... ...thank "... ...ach so t... ...ny who h... ...wer Beach C... ...orry to h... ...t have ju... ...achinery ...and take ...o wish m...

GEO. ... MILLER

Ocean ... Transit ...esti...ies

BAND CO... ...T... STREET ... ...C... ...KI... ...A... ...VC...

With del... ...l ... ...her... vailing this ...k-e... ...in Diego's sp... ...d ... ...su... OCEAN ... ...H ... ...ed most gala a... ...and ... ...he w... world to jo... ...th... ...esti... arranged t... ...bra... ...eni... the new hi... ...peed ... ...e by San Diego ... ...ric R... ...com... Band ... ...e... ...a... noon an... ...re... ...i... works a... ...p...

Ocean ... ...ding ... Mayor Bacon, ... Spreckels, Wi... ...liam H. Kettne... Col. ... Col... ...lier will addres... holida... ...owds and the day wi... ...devote... most ...olesome ... ...tain... ...nt for yo... ...and ... Welcome ... ...!

With the ... ...ers, ...ding ... Mayor Bacon, ... Spreckels, Wi... ...liam H. Kettner, ... Col. ... Col... ...lier will addres... holida... ...owds and the day wi... ...devote... most ...olesome ... ...tain... ...nt for yo... ...and ... Welcome ... ...!

Come one, c... Enjoy a ride ... ...rious new street cars dir... ...om the city on the finest subu... railway line in the world.

Prominent ... ...ers, ...ding Mayor Bacon, ... Spreckels, Wi... ...liam H. Kettner, ... Col. ... Col... ...lier will addres... holida... ...owds and the day wi... ...devote... most ...olesome ... ...tain... ...nt for yo... ...and ... Welcome ... ...!

Crea... ...Patis... ...Rolls, and French ... ...Special ...Saturday at the O. B. ... BAKERY ... ...Loma P... 72-W.

$50,000 ... FOR MISSION BEACH BATH HOUSE FOUNDATION

A permit for $50,000 was secured by the Mission Beach company this week for the construction of the foundation of the magnificent new bath house to be erected at Mission Beach in connection with the other wonderful developments there.

Picture Frames. FROIDE'S, opp. P. O.

VOTING PLACES IN BEACH DISTRICTS

County Clerk J. B. McLees has sent out official notices with sample ballots to the electorate in the beach districts, with notification of the various voting places. An extra precinct has been added in Ocean Beach since the last election. The polls at the presidential primary election on Tuesday, May 6th, will be ... ...m. to 7 p. m.

SHERWI... ...WILLIAMS PAINTS— San Diego ... ...Fuel and Expres... ...Phone Loma 20...

...ESOLUT... ... OF SYMPATHY

Resolved, That the Ocean Beach Division of "The Talent Workers" extend our heartfelt sympathy to our beloved president, Mrs. John Moffett and daughter, Dottie, in this their great bereavement upon the death of their husband and father, Mr. John Moffett.

Resolved, That this resolution be placed on the minutes of our organization and a copy be sent the family. Sincerely,

THE TALENT WORKERS.

P.-T. A. MEETING

There will be a P.-T. A. meeting Friday, May 9, in kindergarten room of the public school, 3:15 p. m. Election of officers for coming term; also program by kindergarten children, and Jessie Dunbar will give some numbers in dancing and piano.

Kodak Fin... ...ing, FROIDE'S, opp. P. O.

Certified ... Gas Check Rents.

Stationery Supplies, Froide's, opp. P. O.

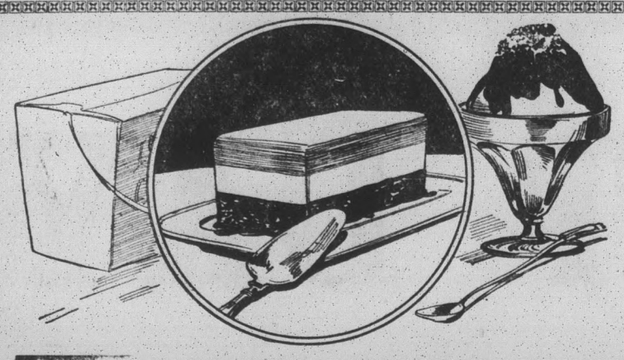
Open ... m. to 7 p. m.

Opening Finest Suburban Electric Railway in the World

N. Bargman's New All-Steel $10,000.00

Ferris Wheel

Expertly Erected and Officially Inspected
Absolutely Safe for Young and Old
Exhilerating and Entertaining Ride in Comfortable Cars
Protected with Heavy Wire Screens and
Automatic Safety Appliances
Biggest and Best Outdoor Attraction at Ocean Beach



Some prefer brick ICE CREAM, others like it best dipped from the freezer, so we have both kinds in a variety of flavors.

Fountain Drinks at City Prices.

ICE CREAM delivered in gallons, quarts or pints.

PRESCRIPTIONS carefully compounded by Registered Pharmacist.

OCEAN BEACH PHARMACY

Corner Bacon and Newport Ave. F. H. KRAFT, Prop.

We are as close to you as your phone—Call Point Loma 70-J

The Newport Shoppe

Ladies' and Men's
FURNISHINGS

Dry Goods, Shoes,
Notions and Toys

Most Reasonable Price and Best Quality, our motto.

The Newport Shoppe

THE BEAUTY SHOP

CLETIS WAGNER

You have a physical personality that must be maintained as well as a mental personality; an unattractive woman is handicapped.

Bring your Beauty troubles to this Shop; Miss Wagner will help you with advice, treatments and cosmetics suitable to this climate.

OPPOSITE POSTOFFICE
OCEAN BEACH
Phone Point Loma 63-W

BUNGALOW GROCERY

E. H. WICKERN, Prop.
Corner Defoe and Niagara Avenue

JUST TRY THESE SPECIALS
Fresh, crisp LETTUCE, 5c a head.
Carrots, Radishes, Tomatoes.
New Potatoes, extra fancy, 3 lbs. for 25c.

Phone, Point Loma 112-J.
We deliver any quantity, anywhere, at any time.

When THIRSTY, try the NEWCREAMY ROOT BEER.
A 12-oz. Stein for 5c.

Burkhardt's O. B. Cigar Store & Factory

Next to O. B. Postoffice 5026 Newport Avenue

OCEAN BEACH LUMBER COMPANY

Lumber, Cement, Roofing Paper

Office, Yard and Mill --- Muir Ave. and Ebers St., O. B.

W. H. RABSAHL, Manager

Lumber, Shingles, Laths, Lime, Cement, Roofing Material, Wall Board, Etc.

New office and extra warehouses have been constructed corner Ebers street and Muir avenue.

Lumber Estimates Cheerfully Given Phone, Pt. Loma 40-J

ABOUT PRINTING PRICES

All job printing by "The Beach News" carries the Union Label and all estimates are made in accordance with the Franklin Price List, our prices for standard printing being precisely the same as any Union office in the city. Quality and service unexcelled. Give us a trial. Phone Point Loma 17.

POSTOFFICE SCHEDULE
H. K. Rankin, Postmaster

Mail arrives 10 a. m., departs 11 a. m.; arrives at 4 p. m., departs at 4:30 p. m. Mail closes fifteen minutes before departure. General delivery open 8 a. m. to 6 p. m., except on Sundays and legal holidays.

Katherine's Kollum

By MRS. KIRK SMITH Phone, Point Loma 17.

PIONEER RESIDENT PASSES AWAY

A highly respected resident of San Diego for over fifty years, John E. Moffett, passed away April 29th at his home, 4651 Niagara avenue. He was a member of the Pioneer society and was the husband of Mrs. Julia E. Moffett, and the father of Miss Dot Moffett, bookkeeper for the Southern California Baking company. The deceased was a native of New York and was aged eighty years and three months. Funeral services took place yesterday morning in the presence of a large number of friends and acquaintances of the family and later cremation was strictly private in Greenwood Memorial park.

MOTHERS' DAY cards at Froide's —opp. P. O.

LET'S HAVE A REAL CAMPAIGN

From some source in the community there always is coming the call for a "Clean Up Day" or a "Clean Up Week." Whoever makes the suggestion means well, but he or she really would help the community more by starting the slogan: "Don't call it a 'day' or a 'week.' Let's have a real campaign."

A CHANCE FOR BARGAINS

Girls, girls, did you ever attend a real auction? If you have, or haven't, be sure and attend next Sunday afternoon at the new Auction Yard, opposite the postoffice. It's just barrels of fun to bid in on this or that, and, besides there will be ever so many bargains, and you know we all just revel in real bargains..

HAPPY DINNER PARTY

Mrs. Fred Reid of 1707 Cable street, gave an enjoyable dinner party at her home last week. After dinner was served, the ladies played Mah Jongg while the men folks went spearing on the bay. The guests were Mr. and Mrs. W. H. Ralsahl, Mr. and Mrs. Wm. Nelson and Mr. and Mrs. D. J. Spencer.

Mr. and Mrs. Edwin Reed of San Diego, were pleasant visitors at the home of "The Beach News" last Sunday. Mr. Reed is the well and favorably known public administrator.

C. S. Willet, who it is claimed passed several worthless checks in Ocean Beach, pleaded guilty at his hearing this week. A plea for probation will be heard today.

Charlotte Louise Peltcher, the little daughter of Mr. and Mrs. Chas. H. Peltcher has been very ill with bronchitis at their home on Niagara avenue.

Mrs. Margaret Kippax and her daughter of Washington, D. C., have rented the cottage adjoining the residence of E. F. Dudley.

Mrs. Russel Howe and daughter Betty Jane of 4931 Saratoga avenue, returned Sunday from a week's visit with Mrs. Howe's Sister, Mrs. George Clifford of Los Angeles.

SHAPELY SKULL SAID TO GIVE DIGNITY TO BOBBED HEADS

"To lend dignity to their bobbed heads," English women wear fillets of green and gold, or little spikes, in goddess of liberty fashion. The real dignity of a bobbed head is a well shaped skull. Nothing is more dignified than the symmetrical head of an intelligent woman, bobbed or not. Eventually all women will cut their hair in such fashion as to show the whole forehead, the ears and the shape of the back head. But it will take time to get used to it, says the famous writer, Arthur Brisbane, in his "Today" columns.

THE BEAUTY SHOP
Phone Point Loma 63-W.

DEMISE OF MAJOR J. R. GRIGGS

At the advanced age of nearly eighty-one years, Major John R. Griggs, a native of New York and more recent resident of San Diego, passed away at the navy hospital, April 29th. He was the husband of Mrs. Mary Atkins Griggs and father of A. L. Griggs of San Diego; Sidney W. Griggs and Mrs. Dessa Harward of Glendale, Calif.; Mrs. Joe D. Kramer of Independence, Kan.

Major Griggs was past commander of Heintzelman Post No. 33, G. A. R., and a member of the Masonic fraternity.

NEW ARRIVALS

To Mr. and Mrs. Pete Blanken of 3200 Zenophon street, Point Loma, a daughter, April 23.

To Mr. and Mrs. Ralph T. Loughlen of 4695 Coronado avenue, a little girl, April 20th.

To Mr. and Mrs. J. C. White of 4856 Saratoga avenue, a daughter, April 24th.

The O. B. Pharmacy specializes in looking after your family wants.

REED-DE SANTE

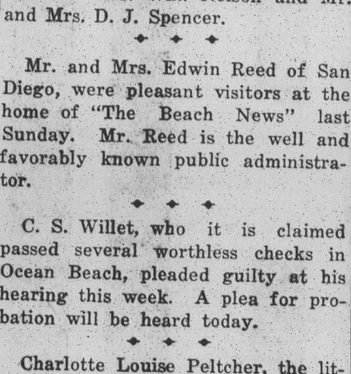
Ida Mae De Sante of Escondido, and France G. Reed of Ocean Beach, were married last Friday evening by Rev. F. J. Stoetzel, pastor of the Union Congregational church, at the home of Mr. and Mrs. Floyd A. Reed, 4822 Del Mar avenue, Ocean Beach. Mr. and Mrs. Reed will reside in Ocean Beach at 1911 Cable street.

Mrs. Maud M. Stuart of New York City, has rented the cottage at 4978 Coronado avenue, for an indefinite stay at Ocean Beach.

Mrs. A. C. Mooney, formerly of Ocean Beach, has bought Miss Pohl's place on Santa Monica avenue and expects to make her home here in the future.

Mr. and Mrs. E. F. Dudley have been entertaining their friends, Mr. James Land and his daughter, Mrs. Lulu Lang, both of Detroit, Mich., during the last week. They went to Los Angeles for a short sight-seeing trip, taking Mrs. Dudley with them.

LOS ANGELES — Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Calif.



CANDIES
FRESH EVERY HOUR

O. B. Candy Kitchen

Newport Avenue

ICE CREAM
SOFT DRINKS, ORANGEADE
POP CORN

DAILY TRIPS TO SAN DIEGO AND POINT LOMA

REID TRANSFER

1885 Bacon Street. FREIGHT JOBBING Ocean Beach
BAGGAGE MOVING
Residence Phone Point Loma 125-J
STORAGE
FEED, FUEL and HARDWARE
Office Phone Point Loma 136

Felt's Soft Water Laundry

BEST LAUNDRY IN THE CITY

Phone Main 420. 2044 India Street, San Diego

WET WASH—25 lbs. for $1.00. No marking on the clothes. All clothes nicely washed, rinsed and blued.

SEMI-FINISH—7c per pound, and 1c a piece. Prompt delivery service.

ROUGH DRY — Family Dry Wash — 6c per pound, and all Flat Work finished at 1c a piece for everything in the bundle. No bundle less than 75c.

Satisfactory Service Guaranteed.

KODAK FINISHING
"is our business,"
"not a side line"
KODAK FILMS
Picture Frames, Stationery
Copy and Color Work
Enlargements

Froide's Foto Finishing Co.

"LOMA LORE"

By WINIFRED DAVIDSON
Point Loma, California

Book rights reserved.

(Continued from last week)

OUR NEAREST NEIGHBORS

By a swift flight of fancy we may come now to the early months of 1768. It is in Old Mexico, Baja California. The gray-clad friars of the order of the ardent St. Francis of Assisi had stepped into the vacancies reluctantly left by the black-robed Jesuits, who had been expelled from all the fifteen missionaries of Lower California. This change was preliminary to the occupation and settlement of the regions north where Spanish explorers had previously reported, from this port up the coast to a little beyond San Francisco.

This is important to us; that first in the thoughts of all those eighteenth century wanderers was the good port that had been charted as lying at about thirty-two degrees and some minutes: San Diego, a little beyond a mighty headland where weather-worn and wooded hills came down abruptly to the bay and ocean.

While on the Atlantic coast Virginia was daringly resolving to defy England, to punish its own criminals in its own way, and to levy its taxes as best it could, thereby hastening those events which led inevitably to the Boston massacre in March, 1770, and later to the revolution itself, over here on the Pacific coast Jose de Galvez (Hoh-zay day Gahl-vayth) was getting into working order the complicated machinery of four expeditions whose one destination was the all but unknown Alta California; those leather-jacketed soldiers and tatteredemalion sailors, those imperious Spanish grandees and fiery missionaries; those Indian scouts and slaves that made up the Galvez land and sea forces.

White men were arriving at last: to remain here, claiming our sunny acres in the name of Carlos III. for Christ and Spain.

Why should not this fact be made a large one, bold and important? In the minds of the king and the viceroy of Mexico and of Galvez and the rest of the newcomers—the San Diego of their crude charts and maps was not the San Diego of today; was not even Old Town. It was our La Playa here on Point Loma—the little level sandy beach that curves between the Quarantine Station and Owen street, I suppose.

La Playa, the shore, they called it. There was that old, old San Diego. Today our rickety "dinky" street car rattles down to its southern terminus at that historical spot; and "Grandpa" and "Bob" during the waits between runs stand chatting with the guard at the fort entrance or with Sam Tompkins at the door of his canteen. Sleepy La Playa, still caught in a dream of the centuries, as in that spring of one hundred and fifty-five years ago, when it waited in sunny quietude, unaware that to powerful personages like the king of Spain and his viceroy and visitador-general it had become the objective of the greatest of the South Sea exploration parties.

(Continued next week)

Woods in Autumn

By Grace E. Hall

The woods in Autumn are a wordless song
That floods my heart with throbbing melody;
Colors of flame and bronze the notes prolong,
And russet and red complete the harmony.

The woods in Autumn are as paintings hung
Against the sky, with colors bold and bright;
The creeks are silver ribbons, deftly flung
Across the foreground, spreading left and right.

The woods in Autumn are an artist's store
Of treasures, laid upon a thousand hills;
October opens wide the magic door
Into the great salon, that charms and thrills.

And woods in Autumn are a sermon, too,
Teaching that death must come to everything;
But that when death and earth-decay are through,
We shall be called—to greet another Spring.

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OCEAN THEATRE

FRIDAY and SATURDAY
"LAWFUL LARCENY"
Lew Cody and
Hope Hampton
AND ALL-STAR CAST
Also Comedy
Admission 15c and 20c

COMING SUNDAY
"THE LEATHER PUSHERS"
Herbert Rawlinson
—in—
"JACK O' CLUBS"
—in—
News and Comedy
Two Shows—6:45 and 8:45 p. m.
Admission 15c and 20c

SPECIAL
WED. and THURS.
Thomas Meighan
—in—
"PIED PIPER MALONE"
Admission Children 15c, Adults 30

Come Early—Show Starts at 7:15

OCEAN BEACH Merry-Go-Round

Young and Old, Rich and Poor, all ride at same price, 5c each.
OPEN SUNDAY AFTERNOONS

T. J. ELLIS
Painting Contractor
Carpentering
ESTIMATES FREE
4620 BRIGHTON AVENUE
Box 1061 Ocean Beach, Calif.

Phone Point Loma 259-J
E. K. BURDETTE
PLUMBING
Contracting, Estimating, Jobbing
2005 Bacon St. Ocean Beach.

SUNSET GARAGE
TURNER B. KLINE
1916 Bacon Street
Ocean Beach, Calif.
Phone: Point Loma 20-J

SUDS AND DUDS of the POINT LOMA LAUNDRY

POINT LOMA LAUNDRY
Phone, Point Loma 378.
LAUNDRY CALLED FOR AND DELIVERED.
IF IT'S LAUNDRY WORK, WE DO IT!
—Wet Wash, Rough Dry, Semi-Finish and Finish Work—

SAN DIEGO
Army and Navy Academy
Prep for College, West Point and Annapolis—Enjoys University of California's Highest Scholastic Rating.
THOROUGH MILITARY INSTRUCTION
CHRISTIAN INFLUENCES
LAND AND AQUATIC SPORTS
ENTIRE YEAR
Located on Ocean
Phone, Pacific Beach 172
COL. THOS. A. DAVIS, Pres.

PACIFIC BEACH Community League
Organized to Advance the Best Interests of Pacific Beach
H. OWEN, Chairman
PERCY ELDRIDGE Vice-Chairm
J. FOWLER, Sec'y-Treasurer.
Regular meetings every first and third Monday evening at P. B. Reading Clubhouse.

WE CIRCULATE

THE BEACH NEWS
AN INDEPENDENT PAPER
Promoting the Progress of the Beach Sections of San Diego and the Entire Point Loma Peninsula
PUBLISHED EVERY FRIDAY
4829 Saratoga Avenue
Ocean Beach, California
Phone Point Loma 17

KIRK SMITH ..... Editor-Owner
KATHERINE SMITH ... Sec'y.-Treas.

Legalized as an Official San Diego City and County Newspaper

Subscription Price, $1.00 a Year
IN ADVANCE
Single Copies ..... 5 Cents
Advertising Rates Upon Application
LOCAL READERS—Fifteen cents a line, averaging five words to line.
CLASSIFIED ADS—Ten cents per line, averaging five words to line.

"Entered as second-class matter December 1, 1922, at the Postoffice at Ocean Beach, California, under the Act of March 3, 1879."

FRIDAY, May 2, 1924

News contributors and advertising patrons will please take notice that the forms of The Beach News close at noon every Thursday and will greatly oblige by submitting their favors accordingly. Write on one side of the paper only.

CLEANING UP THE SCENERY

There has been much public agitation to remove unsightly billboards from scenic spots of beautiful highdays which are being built in various states. Nothing is more unsightly than a collection of fifty-seven varieties of signs as one enters every town or city, or at points where the eye is attracted by a beautiful view or some other object of interest. It is altogether probable that better advertising results could be secured by spending the same amount of money in the rural and community newspapers of the various states.

Cold, Refreshing DRINKS at city prices at our NEW SANITARY FOUNTAIN.—O. B. Pharmacy.

O. B. Library
MARGARET RANKIN, Librarian

More new books received at the O. B. branch library:

Adult Books—"Fun Book," a clever game book, Genter; "My Thirty Years in Baseball," McGrew, "Fountain of Green Fire," Brebner; "Water-bearer," Dunn; "Ranch of the Thorn," Hamby; "Leap Year Girl," Onions; "Desert's Price," Raine; "Step on the Stair," Rohlfs; "Cow Country," Sinclair.

Children's Books—"Great Adventures of Mrs. Santa Claus," Addington; "Golden Windows," Richards; "Harry's Island," Barbour; "Elinor Arden, Royalist," DuBois; Girls of Old Glory," DuBois; "Catcher Craig," Mathewson; "First Base Faulkner," Mathewson; "Second Base Sloane," Mathewson; "The Woods Rider," Pollock; "Story of Jack Ballister's Fortunes," Pyle; "Blue Pearl," Scoville; "Boy Scouts of the Wilderness," Scoville.

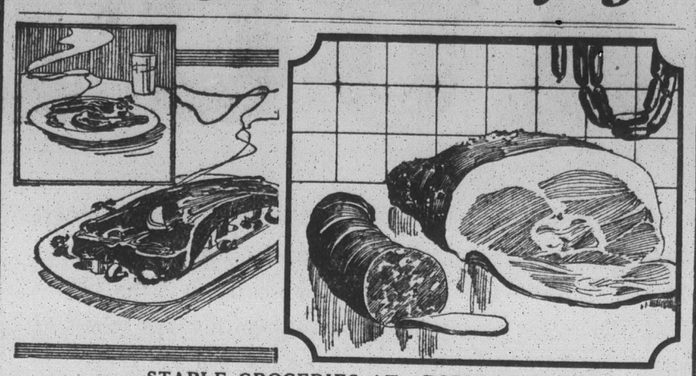
Mothers' Day Cards at FROIDE'S, opp. P. O.

CARPENTER MILLER EQUIPS HIS O. B. SHOP WITH MODERN TOOLS

At an outlay of several hundred dollars G. M. Miller, the industrious and popular proprietor of the Ocean Beach carpenter shop, has added a number of modern labor-saving devices to his wood-working equipment. A special bench jointer, a planer and a circular saw, all run by electricity, on portable stands, form the chief features installed by Carpenter Miller for quick and satisfactory service to his customers. He also contemplates enlarging his quarters considerably at an early date.

MADAM RESINA
CLAIRVOYANT
Crystal Gazer, Psychic Palmist
"The Woman Who Knows"
SPECIAL READING 50c
Suite 202, Owl Drug Bldg.
Phone 647-52
OCEAN BEACH BRANCH
Newport Ave., opposite Postoffice

Food you will enjoy!



STAPLE GROCERIES AT POPULAR PRICES
FABER'S Ocean Beach Grocery
Faber's Little Cash Grocery
Faber's Cash & Carry No. 3
FABER'S Cash & Carry No. 4, Mission Beach
WHY TRADE ELSEWHERE
WE CARRY THE BEST AND SELL THE CHEAPEST
TRADE AT HOME AND SAVE MONEY

The Popular Store

Stamp your location on the mind of everyone in town with an Electric Sign that will have a pleasing effect.

The natural place to buy is in the best known and most easily located store.

This will be your store---
with the aid of
A Distinctive Electric Sign

Commercial Department
San Diego Consolidated Gas and Electric Co.
935 Sixth
MAIN 64
Byllesby Engineering and Management Corporation

INTERESTING NEWS!!!
O. B. Dry Goods Store
GOING OUT OF BUSINESS
THE WHOLE STOCK MUST BE DISPOSED OF
SPECIAL SALE BEGINS FRIDAY, MAY 2, 1924
Every Article Greatly Reduced
No Reasonable Offer Will Be Refused
Store and House for Rent or Sale

BROWN'S SOUVENIR STORE
CLOSING OUT
All Stationery and Plain Leather Goods
at ONE-HALF Price
5041 Newport Ave., Ocean Beach

NIAGARA CONCESSIONS
on the Board Walk between Niagara Avenue and Bath House
BEST LOCATION FOR CONCESSIONS OF ALL KINDS
Special Rates For the Season
Phone Pt. Loma 63 or Pt. Loma 145

Ocean Beach Filling Station
Corner Voltaire and Cable Streets

We carry two kinds of GAS and several kinds of OIL, including Mobile A. & B., Pennsylvania Oil, Veedol, Golden Shell, Motoreze, All Eastern Ooils, Besides several Western Oils, Cup Grease, Transmission Greases, etc.

We do all kinds of Repair and Mechanical Work. Have Expert Machinists and can give you the Best of Service.

Give us a trial. My motto is, Honest Treatment and Courtesy to all. Remember we appreciate your patronage.

O. C. BEDFORD
4896 Voltaire Street, Ocean Beach

Classified ads. get quick results

The Beach Is Growing BIGGER, BETTER AND BUSIER

CAMPBELL CHEVROLET COMPANY
The Chevrolet Corner
STATE and B STS.
MAIN 777
Where Service Counts

CLASSIFIED ADS
ONLY A DIME A LINE
TERMS CASH
Rates, 10 cents per line, averaging 5 words to a line. No advertisement for less than 30 cents, all payable in Advance

OCEAN BEACH CARPENTER SHOP—Save this ad and get from 2 to 10% off on your carpenter bill. Government and city certification as carpenter. Phone Pt. Loma 70-J.

FOR SALE—150 laying Leghorns, Tangred strain, $1.00 each. Apply to FRED LOCKE, corner Mendocino and Voltaire streets, O. B.

FOR SALE—Chickens, nice and fat for stewing; cleaned and dressed, 30 cents per pound. Call at 5044 Del Monte avenue. Will deliver.

FOR SALE—Three iced-drink coolers, nearly new. 2315 Ebers street, Ocean Beach.

FOR SALE—On account of ill health will sell all my fine laying chickens and moscovy ducks. Have established good paying route, which goes with the sale. 4761 Niagara avenue. Phone Pt. Loma 112-W.

FOR SALE—Large 5-room furnished house; strictly modern; terms. 4947 West Point Loma boulevard.

WANTED—Woman to do housework, part or full time. 4480 Greene street.

FURNITURE, sewing machines, gas ranges; lots of bargains; also Pianos and Phonographs, new and used. A friendly store—come in and get acquainted. PIERCE FURNITURE CO., 1961 Abbott street. We exchange for yours.

Miss L. Parmelee
Announces that she has on sale at FABER'S GROCERY STORES
CAKES, PIES, MUFFINS AND MARMALADE
Prompt attention to phone orders.
Miss L. Parmelee is now prepared to furnish, on short notice, any of her special home-baking products.
PHONE, POINT LOMA 364-M.

Residence Phone Point Loma 16 Office Phone Point Loma 72-J
Dr. F. J. Ratty
PHYSICIAN and SURGEON
Res., 4820 Cape May Avenue
Office, 5024 Newport Ave.

San Diego's All-Year-Round TOYLAND
New Juvenile Automobiles.
Mah Jongg Sets
Sail Boats
Coaster Wagons
Air Rifles.
Now on Display
Visitors always welcome.
PASSMORE'S
BIRD and TOY STORE
Sixth at B—San Diego
Opposite the New Commonwealth Building

O. B. Cleaners
R. D. CRAPO, PROP
Cleaning Dyeing Pressing
1928 Bacon St.
Phone Point Loma 30-J

OCEAN BEACH
BAIT HOUSE
Jack Neumont, Prop'r.
South End Mission Bay Ridge
BAIT, BOATS, FISHING TACKLE
For Sale or Hire
Cigars, Candy, Soft Drinks
Phone, Pt. Loma 6
Res. Phone, Pt. Loma 319-W

Religious News

CHRISTIAN SCIENCE SOCIETY
1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

FIRST BAPTIST CHURCH OF OCEAN BEACH
DeFoe Street at Santa Monica Ave

E. HERBERT HAYDEN, D. D., Pastor

Sunday—Worship and preaching at 11 a. m. and 7:30 p. m. Bible school at 9:45 a. m. Young People's Union at 6:30 p. m.

Wednesday — Mid-week meeting for praise, prayer and conference at 7:30 p. m. All are invited to these meetings.

Sunday, May 4th—Dr. Hayden's morning topic will be "The Cloud With a Silver Lining." Solo, "Teach Me to Pray," Mrs. Juanita B. Close. Choir, "Praise Him With Melody." Communion service at 12 noon.

Evening topic, "Giving God a Chance." Soprano and tenor duet, "Jesus, Lover of My Soul," Mrs. Gardner and Mr. Meyer. Song service at 7:30.

UNION CONGREGATIONAL CHURCH
(Corner Defoe Street and Santa Monica Avenue)

Rev. Frederic J. Stoetzel, Pastor

Sunday School at 9:45 a. m.
Morning worship at 11 o'clock.
Evening service at 7:30 o'clock.

CATHOLIC CHURCH
Cor. DeFoe St. and Saratoga Ave.

Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30; Evening service, 7:30; Sunday school, 9:30 a. m.
Week Days—Service at 8:00 a. m.
At Roseville, Sundays—Service at 10:30 a. m.; Sunday school 11:30 a. m.

TRINITY MISSION EPISCOPAL
Sutcliffe Bldg., 1955 Abbott Street

REV. ARTHUR C. DODD, IN CHARGE
Sunday school at 9:45 a. m.
Morning service at 11.

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We Can Satisfy You With Quality, Quantity and Service
JOB PRINTING DEPT.
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Phone Point Loma 17
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Ocean Beach, Calif.
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GASOLINE AND OILS
STORAGE AUTO REPAIRING
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PHONE POINT LOMA 382

Subscribe for "The Beach News."
First and foremost a home paper.
We appreciate your patronage.

Please mention The Beach News in your dealings with the patrons of our advertising columns.

AUCTION!

Next Sunday, May 4th, will be the greatest day **OCEAN BEACH** has ever known. This day marks the commencement of the rapid growth of Ocean Beach. Transportation is the mighty factor which goes to make the successful growth of any suburb or beach, and the new fast express service between San Diego and **OCEAN BEACH** begins May 4th, on which day all San Diego and Ocean Beach will celebrate this wonderful 20-minute electric car service. It will be great, indeed, to board the new cars on sultry Broadway and in twenty minutes be whisked to the beautiful, cool **OCEAN BEACH.**

With this new milestone for Ocean Beach comes another factor of importance to residents of Ocean Beach as well as all San Diego, and its various suburbs—**A RELIABLE, HONEST AUCTION YARD**—a place of exchange where those having articles to sell may bring or send them and have them converted into **CASH,** being purchased by people who are coming to the beach daily, making this desirable suburb their home and buying these articles for their own use and not for speculation. Hundreds of people will furnish homes and cottages at **OCEAN BEACH, MISSION BEACH** and **PACIFIC BEACH** this summer, which offers the seller a much better market for their goods than selling to the second-hand dealer, who must also make a profit.

List anything you wish sold by Saturday noon. Remember, regular **AUCTION SALES** conducted every Sunday afternoon, opposite Ocean Beach postoffice.

EVERY SUNDAY AFTERNOON

Saturday Special
FOR
MONDAY'S WASHING

California Washing Powder, large	23¢	20-Mule Team Borax Soap Chips, large	31¢
California Washing Powder, small	9¢	20-Mule Team Borax Soap Chips, small	12¢
3 for	25¢	Pay Day Blueing, 2 for	9¢
Rinso, large	24¢	Laundry Soap, 6 for	25¢
Rinso, small	7¢, 3 for 20¢	Clothes Line and Clothes Pins	

Martin's Grocery
Next door to American Laundry
NIAGARA AVENUE OCEAN BEACH

The **MISSION BEACH**

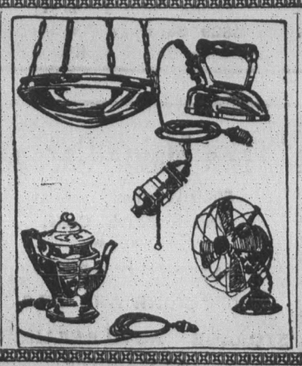
$2,000,000.00 Development
Program Insures for San Diego's Finest BEACH Section a Growth and Prosperity rivaling that of Los Angeles beach cities.

Don't Watch Mission and Ocean Beaches Grow— Grow With Them!

MISSION BEACH COMPANY
101 Broadway, Spreckels Theatre Building,
S.E. Cor. Broadway and First St., San Diego.
G. L. Barney—SALES AGENTS—T. A. Rife
TRACT OFFICE OPEN DAILY

Authorized FORD and CHEVROLET Service
Ocean Beach Garage
HENRY EULBERG, Proprietor
4868 Newport Avenue PHONE POINT LOMA 77-W
BEST EQUIPPED FOR SERVICE
AUTOMOBILE REPAIRING
Two Blocks East of Dance Pavilion

You Can't Beat the
BANANAS
and
STRAWBERRIES
at the
OMAHA MARKET
For Price and Quality
Newport Ave. opposite Postoffice



CECIL O. CARL
ELECTRICAL CONTRACTOR
5050 Newport Avenue
Phone, Point Loma 49.

Wiring—Fixtures—Motors
All work guaranteed
RADIO Outfits a Specialty
Exclusive Agent
KENNEDY RADIO SETS

"If it's Electrical, see Cecil"

FATAL COLLISION OF NAVY AIRPLANE OFF POINT LOMA

Lieut. David A. Musk, attached to fighting plane squadron one, battle fleet, was drowned in the ocean off Point Loma last Tuesday morning as the result of a mid-air collision and 2300-foot tailspin and nose dive. Lieut. O. A. Weller, whose combat plane collided with that of Musk, had a marvellous escape from injury and death. He fell 2000 feet in a dizzy spin but managed to land safely. When the tragic accident occurred a speed of about 105 miles an hour was being maintained.

NAVY STATION TRAINS THOUSANDS

In the eleven months that the Loma Portal naval training station has been in commission 6600 youths, hailing from all sections of the Pacific coast and the middle west, have been trained and sent to the fleet, according to officers of the station. The enlisted personnel at the big training station at present totals 1400 men.

HARRY'S PLACE
When you get off the new O. B. Electric cars stop at
Newport Avenue and Bacon Street
for the best ICE CREAM SODAS,
Soft Drinks, Cigars and Cigarettes
Lunches and Cooked Orders
To Please You

COUNTY LEAGUE BASEBALL CHAMPIONSHIP WON BY LOGANITES

By a score of 4 to 3 the Ocean Beach baseball club lost the second game in the county championship series last Sunday and the title reverted to the Logan Athletic club nine by their winning two out of three.

The jinx of a foreign diamond pursued the local boys, who outhit the winners two to one, but failed in making their efforts total in tallies. A good sized crowd saw the final contest on the service field in San Diego. The Ocean Beach club will now get in shape for the regular summer season and meanwhile Manager L. A. Shaffer is on the look-out for a new diamond.

OPERA PROCEEDS WILL GREATLY AID DISABLED VETERANS

Everyone in San Diego and vicinity is looking forward with the most enthusiastic interest to the coming production of the "Chimes of Normandy," that popular old French opera, which is to be given at the Spreckels theatre, on the 9th and 10th of May, under the auspices of the Daughters of Liberty. All proceeds from this opera will go toward the fund which the Daughters of Liberty keep on hand for emergency calls for the disabled veterans at Camp Kearny, Alpine and San Diego.

The Daughters of Liberty have made an enviable reputation for themselves by past successes, in giving operas. Tickets for the performance will be on sale at Wiley B. Allen and Gray Maw Music company, or from any member of the cast or chorus, and can be exchanged three days prior to the opera at the box office of the spreckels theatre.

THE BEAUTY SHOP
Phone Point Loma 63-W.

OCEAN BEACH PLUMBING COMPANY
Chas. H. Peltcher, Prop.
5068 NIAGARA AVENUE
Phone: Point Loma 152

Repair Work, Contracting, Estimates
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The American Laundry
HARRY C. WING, Prop.
5360 Niagara Avenue
Phone Point Loma 31
Look for our solicitor—he has a PERSONAL MESSAGE for you.

Dancing Every Night and Sunday Afternoon--Except Monday
BENBOUGH'S OCEAN BEACH DANCE PAVILION

It's Not Far to a FABER Store

P. S.—For the benefit of many people who cannot possibly visit Ocean Beach during week days we are going to hold these

AUCTION SALES EVERY SUNDAY AFTERNOON

Commencing at 1 o'clock sharp. A very large selection of Kitchen Dining Room, Living Room and Bedroom Furniture, as well as a fine lot of New Office Furniture, Desks, Chairs, etc., besides hundreds of small articles will be offered at our Auction Yards on Newport avenue, across the street from Ocean Beach postoffice.

I Sell at Auction
Anything
Anywhere
Any Time.
BURT HARRIS
Auctioneer Ocean Beach
Phone, Point Loma 17